

Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.

Palatka, Florida

BLESSED RELIEF IN SIGHT

At Last, Sufferer Saw Where He Was Going to Be Rid of That Porous Plaster.

Wild and disheveled, watery of eye and trembling of limb, he burst into the dentist's consulting room and addressed the molar merchant in gasping tones: "Do you give gas here?" "Yes," replied the dentist. "Does it put a man to sleep?" "Of course." "Nothing would wake him?" "Nothing. But—" "Wait a bit! You could break his jaw or black his eye without him feeling it?" "My dear sir! Of course I—" "It lasts about half a minute, doesn't it?" "Yes."

With a wild whoop of joy and relief the excited man threw off his coat and waistcoat.

"Now," he yelled, as he tugged at his shirt, "get your gas engine ready. I want you to pull a porous plaster off my back!"

Tricks of Trade Rat.

One of the oddest little animals in existence is the California wood rat, better known as the "trade rat." It gets its last name from the fact that, though it is a great thief, it never steals anything without putting something else in its place. The story is told of a paste pot which had been left over in the assay office at the Silver Queen mine, and which was found in the morning filled with the oddest collection of rubbish. At one time when a trade rat's nest was found in an unoccupied house, the outside of the nest was composed entirely of iron spikes laid in perfect symmetry, with the points outward. Interlaced with the spikes were about two dozen forks and spoons and three large butcher knives. There were also a large carving fork, knife and steel, several plugs of tobacco, an old purse, a quantity of small carpenter tools, including several augers, and a watch, of which the outside casing, the glass, and the works were all distributed separately, so as to make the best showing possible. None of these things was of any earthly use to the rats.

Glad to Go Back?

A large draft of negroes came into one of the replacement camps in this country. The exasperated personnel staff was having its troubles, and one of the men whose duty it was to find out the men's home addresses, asked: "Where did you come from?" "Oh," was the reply, "Ah just got off'n the train out byer." "Damn it all, I know you just came in, but where from?" "Does s'all mean where Ah was before Ah come hyer?" "Yes, that's what I mean." "Oh, Ah was in jail, in Pine Bluff, doing time."

Another Waste Is Checked.

The manufacture of waxed papers and carbons has heretofore been attended by a great waste of material consisting of a mixture of wax and paper pulp. The government officials have recently discovered a method of separating these and making use of the material.

Simple Tastes.

"Do you care for pastels, Mrs. Cawber?"

"I can't say that I do. The children like to go to one of them French pastry shops and buy dabs of this and that, but old-fashioned cookies and apple fritters are good enough for me."—Birmingham Age-Herald.

Raw and Reeking.

"You gotta quit feeding me on oatmeal," declared the hack writer. "Beef is too high," retorted his wife. "No matter. My publisher says he's got to have some red-blooded stuff."—Louisville Courier-Journal.

A REAL FARM FOR HOGS OR DAIRYING.

120 acres; 80 under hog proof fence and cross fences; 50 under cultivation; flowing well; good five room house and big barn, together with outhouses. In heart of famous East Palatka-Hastings potato belt; 3 miles from East Palatka on brick highway. Ideally situated for livestock, dairying or general farming. Rich, black potato soil. Price \$10,000. Terms. Fred T. Merrill, Palatka, Fla.



UNCLE SAM is trying to interest every woman and girl in home economies of every kind, that America may send as much food and clothing as possible to the hungry and poorly clothed people of the Old World. That's why we are offering such premiums for women's work.

FLORIDA STATE FAIR
Jacksonville, Fla.
NOVEMBER 22-29

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.50
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

Name

Street

City

State